



3rd MAW Webmaster Brief

Purpose

This brief is designed to provide a synopsis of roles, responsibilities, and procedures for the maintenance of the 3rd Marine Aircraft Wing's Internet web site.



Reference: SECNAVINST 5720.47A
October 24, 2003



19 April 2004



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Roles

Public Affairs Office

The PAO is responsible for compliance with the policies discussed in this brief. All updates, newsletters, images, or other media will be reviewed by the PAO before they will be considered for publication to the web.

Family Readiness Officer

The FRO for each unit will coordinate with the PAO and the 3rd MAF Webmaster on any family-oriented information that the unit would like to publish to the web.

Webmaster

The webmaster is responsible for making changes to and updating the 3rd MAF web site. This individual will correspond with the FRO or PAO on family-related material. No family-related material will be posted to the web without proper approval of PAO. This individual is part of the 3rd MAF Information Management Office.

Users (Requestors)

Usually a unit S-6 representative, these individuals create and / or receive material to be posted to their web pages. For official, command-related content, such as CO biography, the user may contact the webmaster directly. Family-related matter must be sent to the PAO, via the chain of command, for approval.



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Policies (Content)

SECNAVINST 5720.47A

Note: following each item on the list of policies in parenthesis is the individual most responsible for following each policy.

DoN SPECIFIC

- All information, graphics, and photos on publicly accessible DoN web sites must be carefully reviewed to ensure they meet the standards and requirements as published here, including operational security (OPSEC) considerations. (**PAO**)

Photography

- Photos may not be altered except by standard photographic practices of cropping, sizing, dodging, or burning. (**User/Requestor**)
- All photos that are posted will be provided to the Navy Office of Information, Visual News Service (**Webmaster**)

Other Content

- **DoN websites will NOT contain:**
 - * Classified Material, "For Official Use Only" Material, proprietary information, or any information that could enable the recipient to infer this type of information. (**Requestor**)
 - * Information that identifies family members of DoN personnel, to include photos and **command biographies** (**FRO/Requestor**)
 - * Information for specialized audiences. Internal news services may be posted if they are suitable for external audiences. (**FRO**)
 - * Links to commercial software or links that provide commercial software (**Webmaster**)
 - * Any logos for non-command sponsored events, unless the event, issue, or commemoration is approved by the Secretary of the Navy

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Policies (Content, continued)

SECNAVINST 5720.47A

Note: following each item on the list of policies in parenthesis is the individual most responsible for following each policy.

Other Content (cont.)

- **DoN websites will NOT contain:**

- * Any material that is copyrighted or under trademark without the permission of the holder
(**PAO**)
- * Personnel lists, roster boards, organizational charts, or command staff directories which show individuals' names, phone numbers or e-mail addresses which contain the individual's name (**FRO/Requestor**)
- * Links to non-government, commercial-entity sites except federally-chartered, military-related organizations. (**Webmaster**)
- * Advertisements for any materials or services for sale (**User/Requestor/Webmaster**)
- * Information duplicated from other websites. (**Webmaster**)



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3rd MAW Web Policies

SECNAVINST 5720.47A

3rd MAW specific

- The 3rd MAW web site will be maintained according to standards set by the 3rd MAW IMO. These standards are as follows:

Images:

- All images that are used in command biographies will be formatted using cropping and resizing to 185x150px.
- The images will be titled using this format: *"unitBillet.jpg"* Ex: "mag11co.jpg", "vmfa225smaj.jpg", etc.
- Note that the titles do not contain capital letters. Please omit any capital letters from command image names, in order to maintain uniformity and avoid confusion.
- All images that are submitted to be posted on unit photo albums will include:
 - The original image sized down to 400x300px**
 - A copy of the original image sized down to 100x75px**
 - The title of the image needs to be a description of the image and can be as long as needed**
Ex: "MAG-16 CO visits Marines at work.jpg"
 - Note: Spaces, periods, dashes, and question marks are acceptable in naming images**
 - The copy of the original image will be titled the same except it will contain an underscore followed by "sm"**
Ex: "MAG-16 CO visits Marines at work_sm.jpg"

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3rd MAW Web Policies (Continued)

SECNAVINST 5720.47A

3rd MAW Web Site Change/Update Request Flow

- All command related content (biographies, command element photos, etc.) must be reviewed by the Unit Information Officer before being posted to the 3rd MAW web site. Once cleared, the material may be sent directly to the 3rd MAW webmaster email account at **3MAW_Webmaster@usmc.mil**.

This web master email address link is located on the bottom footer of each unit web page next to the web request procedure link. If a web request sent to the web master account does not receive a reply back within 48 business hours, please contact the web master via telephone at (858) 577-6000 and ask for the 3D MAW Web Master.

All family readiness (including images) related content must be reviewed by PAO prior to posting on the web site. To achieve a smooth information flow, all Family Readiness Program content can be sent directly from the squadron or group Family readiness Officer to the 3D MAW Web Master for PAO screening and posting. Please remember this screening will include references to the SECNAVINST5720.47B.